

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMH2034 – MANAGING HUMAN RESOURCES

(All sections / Groups)

30th MAY 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **THREE (3)** pages with **FOUR (4)** Questions only.
2. **ANSWER ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL FOUR (4) questions.

(Total: 100 marks)

Oldtown White Coffee grows to 200 outlets in Malaysia

MALAYSIA'S largest white coffee cafe chain, Oldtown White Coffee, has expanded its presence in Malaysia to 200 outlets. The company has a target of opening between 20 and 30 more Oldtown White Coffee stores in Malaysia this year.

The company said in a press release that it intends to restructure its service orientation and move towards a self-service concept and launch a new range of set menus.

"To keep up in this ever-changing industry, Oldtown White Coffee will continue to work on its expansion plans in the coming year to expand our regional base," said Lee, Oldtown White Coffee group managing director. In line with their exciting growth, Oldtown White Coffee is looking to hire more kitchen and service crew.

Source : <https://www.thestar.com.my/news/community/2013/04/25/oldtown-white-coffee-grows-to-200-outlets-in-malaysia/#oJkxC7FEXEUe8eKG.99>

QUESTION 1

- (a) Research has shown that HR does indeed have a vital role in driving long-term performance and good HR was essential to the growth of the company. Explain how HR management concepts and techniques can be useful to Oldtown White Coffee.

(10 marks)

- (b) Describe **THREE (3)** methods of collecting job analysis information for the service crew. Explain also **ONE (1)** advantage of each method.

(15 marks)

(Total: 25 marks)

QUESTION 2

- (a) Propose and describe **THREE (3)** selection tests you would use in hiring a service crew.

(15 marks)

- (b) Suggest **TWO (2)** training methods that you think would be most important to include in the training process of a service crew. Describe both the training methods and explain why you chose those training methods.

(10 marks)

(Total: 25 marks)

Continued...

QUESTION 3

- (a) A recent employee satisfaction survey was done at Oldtown White Coffee reported that some employees were unhappy with the benefits provided by the Oldtown White Coffee.

Oldtown White Coffee currently offers the following benefits; health care insurance with a maximum claim of RM300 per annum, accidental death and long term disability insurance. Employees receive between 14- 21 days of sick leave and 8 – 16 days of annual leave depending on their years of service.

You believe that benefits affect how employees feel about Oldtown White Coffee and their job

Propose **THREE (3)** other benefits you believe Oldtown White Coffee should offer, along with your reasons for suggesting them.

(15 marks)

- (b) Identify and discuss **TWO (2)** strategies Oldtown White Coffee can implement to boost employee retention.

(10 marks)

(Total: 25 marks)

QUESTION 4

With an ethnocentric staffing policy, Oldtown White Coffee plans to send its employees overseas to fill key management jobs at its foreign subsidiaries.

Oldtown White Coffee is currently assessing potential candidates for overseas placement. In doing so, the Marketing Manager is considering using a graphic rating scale (refer to the form below) to evaluate the candidates.

Performance Dimension	Rating				
	Poor	Below average	Average	Above average	Excellent
Dependability	1	2	3	4	5
Knowledgeable	1	2	3	4	5
Quantity of work	1	2	3	4	5

- (a) From an administrative viewpoint, assess the evaluation form. Identify and describe **TWO (2)** potential problems with the graphic rating scale form.

(4 marks)

- (b) In your opinion, propose another approach to measure performance. Describe the method and explain why you feel it would be a better approach.

(6 marks)

Continued...

- (c) Your company is facing a high failure rate of expatriate assignments. A high number of your employees sent overseas are unable to cope and are requesting for an early transfer back.

Your CEO, asks you **to explain FIVE (5) reasons** why such assignments fail.
(15 marks)

(Total: 25 marks)

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